Ministry of Tourism, Sport and the Arts

2006/07 Annual Service Plan Report

BRITISH COLUMBIA

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Message from the Minister and Accountability Statement

The 2006/07 fiscal year saw significant advances toward stronger tourism, sport and arts sectors. We met our goal of completing master development agreements or other resort development agreements for seven resorts. With 13 per cent of Canada's population, B.C. athletes filled 25 per cent of the positions on Canada's international teams. Our film and television production sector was worth $1.2 billion and remains strong.

In February, we launched the Tourism Action Plan with 34 specific steps for achieving Premier Campbell's goal of doubling tourism revenue by 2015. We have a number of factors working in our favour to reach this goal. B.C. has a great choice of activities for visitors to experience. People from around the world visit B.C. for our natural beauty and our vibrant cities, for food and wine, and to ski at our world-class resorts.

We are also very privileged to have a strong Aboriginal heritage. Each First Nation has its own art, language, aboriginal culture and traditions which makes exploring British Columbia so fascinating. During the past year, the ministry has been working with Aboriginal Tourism BC and the Aboriginal Tourism Association to develop tourism products that showcase the unique experiences offered by First Nations tourism in British Columbia.

To build further on our success and to take full advantage of future ones, it's imperative that we coordinate with tourism associations. We saw a great example of this in Northern B.C. last year when the tourism industry and tourism marketing organizations, with a $1.4 million contribution from the government of B.C., increased tourism in this region by working together. This is the kind of effort it takes to reach our goal of doubling tourism by 2015.

We need to look at how we can eliminate duplication. We need to look at how we can better market B.C. to new and existing markets and we need to coordinate with tourism associations across the Province to sell British Columbia to the world.

The 2006/07 Ministry of Tourism, Sport and the Arts Annual Service Plan Report compares the actual results to the expected results identified in the ministry's 2006/07 – 2008/09 Service Plan Update. I am accountable for those results as reported.

Honourable Stanley B. Hagen
Minister of Tourism, Sport and the Arts

June 14, 2007

Message from the Minister of State for ActNow BC

Research now tells us that this generation of children may be the first whose life expectancy will be shorter than their parents. In British Columbia today, one in four B.C. children ages 2–17 is overweight or obese, and up to 60 per cent of youth do not exercise enough to foster optimal growth and development.

We also know that we can do something about it. Through proper nutrition and exercise we can even reduce the incidence of type II diabetes by 90 per cent, reduce the incidence of most types of cancer by 50 per cent and reduce the impact of cardiovascular diseases and strokes by 30 per cent.

ActNow BC is a cross ministry, multi-sector, partnership-based health promotion strategy focused on encouraging British Columbians to make better lifestyle choices to ensure a full and vital life.

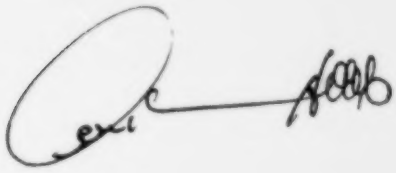
The 2006/07 fiscal year saw significant progress in meeting ActNow BC's five main objectives to increase physical activity, improve nutrition, reduce overweight and obesity, reduce tobacco use and to make healthy choices during pregnancy. Several programs supporting ActNow BC initiatives were introduced through the government ministries, private sector agencies and community partners including:

- Launching the highly successful $1.27 million pilot program Quit Smoking Now! that provides nicotine patches and gum to British Columbians on income assistance who want to eliminate tobacco use.
- Opening the new Centre for Healthy Weights: Shapedown BC, at the BC Children's Hospital, to help hundreds of children and adolescents learn new habits to conquer obesity.
- Expanding the School Fruit and Vegetable Snack Program to 51 schools in British Columbia to encourage school children to eat the recommended daily intake of fruits and vegetables.

Work also began with First Nations communities, the First Nations Health Council, the National Collaborating Centre on Aboriginal Health and Health Authorities, on the development of a First Nations/Aboriginal specific ActNow BC program. Together with these partners, we are working towards improving the health status for Aboriginal people.

The Province also undertook a highly effective communications campaign "Every move is a good move" to raise public awareness of ActNow BC and to promote physical activity among youth in B.C.

The ultimate goal of ActNow BC is to make British Columbia the leader in healthy living and physical fitness in North America, and the healthiest region ever to host an Olympic and Paralympic Games.



Honourable Gordon Hogg
Minister of State for ActNow BC

June 14, 2007

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Highlights of the Year

Ministry of Tourism, Sport and the Arts, and ActNow BC

The future is bright for tourism, sport and the arts in British Columbia. During the year 2006/07 many exciting projects and partnerships were in action, contributing to job creation, business development, dynamic communities and healthy, active citizens.

In August of 2006, ActNow BC joined the Ministry of Tourism, Sport and the Arts as an exciting complement to the Ministry's existing sport, physical activity and recreation programs and initiatives. ActNow BC is a cross-government, partnership-based strategy to encourage British Columbians to make healthy lifestyle choices and will assist the province to reach the goal of becoming the healthiest jurisdiction to host an Olympic Games.

The following are some of the Ministry's key accomplishments.

Tourism

- After Cabinet endorsement, British Columbia's new Tourism Action Plan was announced by the Minister of Tourism, Sport and the Arts in February 2007. It details strategies to increase tourism and outdoor recreation products and experiences in B.C.
- The B.C. government's *The Best Place on Earth* ad campaign was an immediate success, with bookings through Hello BC website increasing 96 per cent during the summer campaign. B.C. destinations also garnered numerous awards from the international media particularly for adventure tourism, luxury resorts and hotels, and golf touring.
- The Ministry partnered with the Aboriginal Tourism Association of BC to develop an implementation plan for the Aboriginal Cultural Tourism Blueprint Strategy, launched in March 2006. The Blueprint will build capacity in the Aboriginal tourism sector through tourism training, community awareness of tourism opportunities, business skills development and marketing programs. The Ministry also co-sponsored the 2007 Aboriginal Tourism Awards.
- The Ministry supported alpine resort development by implementing the *Resort Timber Administration Act*, which streamlines forestry and Crown land approvals in designated resort areas. The act enables officials of the Ministry to authorize timber harvesting and associated actions for Crown timber management in all-season resort development areas.

Eco-cultural tourism is one of the world's fastest growing tourism segments. British Columbia's unique Aboriginal adventure tourism companies, like Takaya Tours (pictured) owned and operated by the Tsleil-Waututh First Nation, offer a successful mix of fun outdoor learning and authentic interpretation of First Nation culture. ATBC Blueprint Strategy Newsletter, Spring 2007, photo courtesy of Aboriginal Tourism BC.

Investment in the province's tourism infrastructure was also a feature of the Ministry's 2006/07 program:

- In May 2006, Premier Campbell opened the British Columbia Visitor Centre at Golden to welcome visitors travelling on the Trans-Canada Highway to B.C. The centre represents a joint investment of $1.3 million by the province and the federal government through the Canada-B.C. Infrastructure Initiative, with an additional provincial grant of $235,000 supporting environmental accreditation.
- The development of new driving tour routes was supported in partnership with local and international governments. These included the Heritage Driving Tour and the North Island Discovery Centre in the Comox Valley, and the International Selkirk Loop Drive between B.C. and Washington State.

Resort Development and Adventure Tourism

- In 2006/07, seven new All Season Resorts were approved representing $330 million in new capital investment in the province. Three of these resorts, (Mount Baldy, Crystal Mountain, and Saddle Mountain), were approved through the new Master Development Agreement process, which provides for long-term phased development in areas where the Crown has an ongoing interest. These three projects alone have a projected capital investment value of $325 million. The approval of the Jervis Inlet Marina, one of four other resort developments, will trigger an additional $200 million in resort development investment.

Recreation Sites and Trails

- The Ministry completed the first phase of the Recreation Trails Strategy for BC in cooperation with BC Parks. The first phase of the strategy identifies key challenges and opportunities for developing a world-class recreation trail network in B.C. Subsequent phases of the strategy will be undertaken in 2007/08.
- The Province committed to investing an additional $1 million annually to upgrade and provide regularly scheduled maintenance at recreation sites previously maintained by users.
- Approximately $1.2 million in capital funds were spent upgrading 13 recreation sites as part of a multi-year plan to upgrade a total of 39 sites.

ActNow BC

Since his appointment in August, 2006, the Minister of State has presented the messages of ActNow BC to over 25,000 people across the province. Examples of ActNow BC programs being delivered in partnership with other ministries include:

- **ActNow BC program for Aboriginal Communities:** The Ministry supported a major initiative of the Ministry of Health aimed at improving the health of B.C.'s Aboriginal people. The National Collaborating Centre for Aboriginal Health will work with the BC Assembly of First Nations, First Nations Summit, and Union of British Columbia Indian Chiefs in developing a program for Aboriginal communities throughout the province.
- **School Fruit and Vegetable Snack Program:** The Ministry, working with the Ministry of Agriculture and Lands, expanded the School Fruit and Vegetable Snack Program to include 51 schools province wide, with more schools to be announced in September 2007. As part of the program, in partnership with the BC Dairy Foundation, over 70 refrigerators have been delivered to schools through the School Milk Program and more are on their way. The School Fruit and Vegetable Snack Program will be available to every public school by 2010.
- **Action! Schools BC:** One hundred per cent of school districts are now participating in Action! Schools BC (1,265 registered schools; almost 300,000 students), a Ministry of Health Program. Action Schools! BC promotes the creation of inclusive and diverse physical activity and healthy eating opportunities throughout the school day, and supports school initiatives to make healthy choices the easy choices for children.
- **Healthy Living Guides:** In partnership with the Ministry of Education, Healthy Living Guides, a parent resource, were distributed to all school children K to 12 to encourage physical activity and healthy eating.
- **Tobacco Free Sports Provincial Hockey Showcase:** In conjunction with the Provincial Health Authorities, ActNow BC sponsored the Tobacco Free Sports Provincial Hockey Showcase, a set of skills competitions for pee wee hockey teams (ages 11-12).

Sport, Recreation and Volunteers

- In 2006/07, the Province supported a number of major sport events including the 2007 Boccia World Cup, the 2007 Union Cycliste Internationale BMX World Championships, and the 2007 FIFA (Soccer) Under 20 World Cup which is the largest single sport event ever hosted in Canada. Together, these events will generate more than $50 million in economic activity in British Columbia. In addition, the Ministry provided financial support to help attract the 2007 Mastercard Memorial Cup to Vancouver in April 2007.
- Team BC won 77 medals and has doubled its gold medal count (from 2003) at the 2007 Canada Winter Games in Whitehorse, Yukon.
- The North American Indigenous Games, to be held in the Cowichan Valley in 2008, is supported with a commitment to match funds, up to $3.5 million.
- The Province has doubled its financial support of B.C. athletes this year by increasing the BC Athletes Assistance program budget to $1.4 million.
- More than 875 Aboriginal youth from more than 60 communities benefited from the Aboriginal Youth FIRST initiative (Vancouver Downtown Urban Program, Junior Eagle Program and Provincial Outdoor Leadership Program); and
- $2.1 million in SportsFunder lottery revenues was directed to organizations, athletes and coaches, including $327,000 to Sport BC's KidSport program which will help more than 2,000 children and youth from low-income families access sport opportunities. The Ministry directs gaming revenue from the Ministry of Public Safety and Solicitor General to sport recipients.

Arts, Culture and Heritage

- Planning began for projects that will create a cultural precinct in Vancouver, ready to showcase B.C.'s unique cultural heritage and diverse communities during 2010.
- The Ministry exceeded targets and added 300 Historic Places to the Canadian Register of Historic Places, as part of the Historic Places Initiative, a joint Federal/Provincial program fostering heritage rehabilitation and urban sustainability. B.C. now has over 1,000 places on the Register, more than any other province.
- The BC Arts Council continued to successfully deliver programs that support creation, development, production and distribution in all artistic disciplines and are inclusive of the geographic and ethnic diversity of the province. This year the Ministry, through the BC Arts Council, distributed almost $14 million towards arts and cultural initiatives in B.C.
- Together with other provincial partners, the Ministry supported art and cultural organizations:
  - — Through the BC Arts Renaissance Fund, administered by the Vancouver Foundation (allocated $9 million from the fund, established in 2005/06);

— Under the umbrella of the Spirit of BC Arts Fund, two funding programs were successfully delivered, with 87 grants and over $650,000 awarded to arts and culture groups and individuals across the province; and

— Through the Ministry of Public Safety and Solicitor General, eligible non-profit organizations could receive grants through the Direct Access Grant Program, to deliver community programs related to arts, culture and sport.

- Arts Partners in Creative Development, a new arts funding partnership[1] was launched and over the next three years will invest $6.5 million in original works in performing, visual, media and literary arts throughout the province.

BC2008

- Recognition and celebration of British Columbia's 150th year since it was established as a Crown colony has begun in earnest with the launch of the BC2008 website, the planning stages of development of outdoor celebration spaces (BC Spirit Squares) in communities across B.C., and $1 million that will be provided directly to communities to help stage local BC2008 celebrations.

B.C. Film, Television and New Media

- British Columbia has become a global leader in the areas of digital animation, visual effects and post-production which, combined with our spectacular locations, exceptional talent and significant infrastructure, makes the province especially attractive to film and television production companies looking for a one-stop, full-service production location.
- A total of 230 productions were shot in B.C. during 2006 including 53 feature films, 39 television series, 63 movies-of-the-week, 33 documentaries, 18 animation projects, 11 short films and 13 pilots.
- Major movies and television programs shot in B.C. during 2006 include: Alien vs. Predator 2, Fantastic Four – Rise of the Silver Surfer, Night at the Museum, Hot Rod, Battlestar Galactica, Supernatural, Men in Trees, and Stargate SG-1.
- Regional Film Commission funding was increased by $75,000, to $275,000, to expand opportunities for motion picture production in all areas of the province.
- In February 2007, the BC Film Commission led a digital production trade mission to Los Angeles to profile the exceptional talent and capabilities of B.C.-based companies and to promote the tax incentives available to the industry when producing in B.C.

[1] Arts Partners in Creative Development includes: Province of B.C., City of Vancouver, Canada Council for the Arts, Vancouver Foundation, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), and 2010 Legacies Now. The Ministry contributed $500,000 in 2006/07.

Purpose of Ministry

The Ministry of Tourism, Sport and the Arts provides leadership to the tourism, sport and arts sectors in order to foster job creation, business development, dynamic communities and healthy, active citizens. Through our delivery agents — Crown corporations and other public organizations and associations — we will contribute to the creation of vibrant, connected communities and the building of new relationships with First Nations. Embracing B.C.'s role as Canada's Pacific Gateway, we will work to bring tourism partners together to strengthen the province economically and socially. As well, opportunity to contribute to the renewal of health awareness through ActNow BC is an exciting new addition to the Ministry's mandate.

Tourism

One of the Ministry's key objectives is to double tourism industry revenues by 2015. Building and maintaining strong relationships is an essential prerequisite for the development of a growing tourism sector. The Ministry facilitates the delivery of tourism objectives through several Crown corporations — Tourism BC, the BC Pavilion Corporation, the Royal BC Museum Corporation, Vancouver Convention Centre Expansion Project, and the Provincial Capital Commission — as well as organizations and associations such as Aboriginal Tourism Association of BC and Conventions BC. Through these delivery agents, the Ministry works to resolve issues, coordinate investments, address challenges, and develop key market segments and capacity in B.C.

The Ministry supports resort development and adventure tourism through environmental management strategies, consultation with First Nations and local governments, and the management of Crown land tenures and sales.

In partnership with First Nations, local governments, community organizations and contractors, the Ministry provides stewardship of 1,240 recreation sites and 650 trails on Crown lands. The Ministry also encourages and facilitates the protection and conservation of heritage and archaeological resources in B.C. It is working with the Ministry of Aboriginal Relations and Reconciliation to review the *Heritage Conservation Act*, to address the concerns of all British Columbians.

Sport, Recreation, and Volunteers

The Ministry supports sport and recreation both as an important economic sector and as a valuable and distinctive feature of a healthy active lifestyle for many across the province. The Ministry works to support the hosting of major sports events, the encouragement of excellence in sport, the development of sport and adventure tourism, and recreation and sport activities — as key features of B.C.'s health and community vitality.

The Ministry works with partners (such as 2010 Legacies Now Society, Sport BC, and PacificSport) to deliver a range of programs. The Ministry supports local organizing and bid committees to promote B.C. as a domestic and international event host, and also works with the BC Games Society and affiliated Societies to deliver B.C.'s five multi-sport Games: BC Summer, BC Winter, BC Seniors, Northern BC Winter, and BC Disability Games.

Amateur sport and physical activity is supported by SportsFunder, a BC Lottery Corporation product from which the revenue is directed to amateur sport (through a partnership between the Ministry and the Ministry of Public Safety and Solicitor General). In partnership with Sport Canada, the Ministry fosters sport participation generally, and the Aboriginal Sport Excellence program. Recognizing the essential resource of volunteers in sports, recreation, and other community activities, the Ministry also works to develop and build lasting capacity in the volunteer sector.

ActNow BC

ActNow BC is the health promotion platform helping British Columbians live healthier lives by being more physically active, eating better foods, maintaining a healthy weight, living tobacco-free and making healthy choices in pregnancy.

ActNow BC provides stewardship for the implementation of policies and programs by ActNow BC partners throughout British Columbia. This stewardship takes the form of evaluation, marketing support, partnership building, governance, corporate sponsorship, and assistance with events.

The ActNow BC initiative is unique in Canada and has already garnered national and international attention (Canadian Public Health Association, World Health Organization) for its move to a multi-faceted approach to health promotion.

Arts and Culture

The Ministry works to foster a sustainable creative economy by supporting the diverse arts and cultural sector including creative industries, not-for-profit societies, individual artists, and cultural infrastructure projects.

The Ministry delivers programs and grants in partnership with other levels of government and parties such as the British Columbia Arts Council, BC Film, ArtStarts in Schools, the Assembly of BC Arts Councils, the Vancouver Foundation, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games, and the First Peoples' Heritage, Language and Culture Council.

BC Film Commission

The BC Film Commission leads in marketing British Columbia as a potential film destination and in promoting the province's locations, skilled labour, and film industry infrastructure. It provides direct, project-based customer service and works in cooperation with eight regional film offices to facilitate access to motion picture locations and facilities. The BC Film Commission works with industry stakeholders and local communities to maintain B.C.'s international reputation as a film-friendly and cost-effective centre of production.

BC2008

2008 marks the 150th anniversary of the founding of British Columbia as a Crown colony. The Ministry is coordinating cross government activities related to the BC2008 celebration. In addition to honouring the past, BC2008 provides a focus for several government initiatives and priorities including: the Asia Pacific Initiative, ActNow BC, the Tourism Action Plan, the New Relationship with First Nations, as well as enhancing literacy, arts and education.

Legislation

The Ministry is responsible for key legislation in the tourism, sport and arts sectors including the *Heritage Conservation Act*, the *Museum Act*, the *Tourism British Columbia Act*, the *Resort Timber Administration Act*, and the *Tourism Act*. A complete list is provided in Appendix B.

Crowns and Agencies

Many of the Ministry's programs are delivered through Crown corporations and agencies. In addition to the BC Games Society and the BC Arts Council, the Minister of Tourism, Sport and the Arts is responsible for providing direction and oversight to Tourism BC, the Royal BC Museum Corporation, the BC Pavilion Corporation, the Provincial Capital Commission, and the Vancouver Convention Centre Expansion Project. See Appendix A for a more information about these Crown corporations.

Strategic Context

Tourism

British Columbia has almost 18,000 tourism-related businesses, employing almost 120,000 people directly around the province, and supporting an additional 170,000 indirect jobs. Two of the fastest growing market segments in B.C.'s tourism sector are sport and cultural tourism, with cultural tourism estimated to grow globally by an annual rate of 15 per cent through 2010.[2] Sport tourism is estimated to generate more than $360 million a year in British Columbia. Agri-tourism is also gaining in popularity, including: wine and culinary tourism, trail rides, agricultural fairs and festivals, rodeos, historic farms and other unique opportunities.

The B.C. tourism sector is influenced and impacted by an array of external factors. The introduction of passport requirements for travel between the Canada and the U.S. began on January 23rd, 2007 with passengers travelling by air required to have a passport. Travellers entering the U.S. by land and sea are expected to need a passport as early as July 1st, 2008. The requirement for passports is already having an impact on B.C.'s tourism industry, with a general decline in the number of visitors from the U.S. in 2006. The Ministry has been working with the federal government, a number of other provinces and several U.S. states to address this issue.

The tragic sinking of the Queen of the North ferry in B.C.'s coastal waters had an impact on the province's tourism industry, as the ferry was part of a circle route connecting the North Coast, Central Coast, Vancouver Island and the Lower Mainland. The Ministry committed additional funding to support tourism groups' efforts which successfully promoted the regions through direct marketing, television and print campaigns, events, and festivals. In April 2007, a new BC Ferries ship, the Northern Adventure, went into service.

The impact of the mountain pine beetle infestation in B.C.'s interior forests is predicted to be extensive. For the Cariboo-Chilcotin area and North East B.C., and increasingly for the Southern Interior, the impact of the loss of pine forest on the tourism economy could be very significant. Already, the mountain pine beetle epidemic has affected some 500 recreation sites in the southern and northern interior of the province, of the 1,240 recreation sites in B.C. In addition, a number of recreation sites and trails in the coastal region were severely damaged during the floods and windstorms that occurred in the fall of 2006. Efforts to address this flood and storm damage will continue into 2007/08, to ensure safe access is maintained to these treasured resources. The Ministry is working with regional beetle-action teams to plan for the future.

[2] World Tourism Organization.

B.C. is well-positioned to increase the strength of its tourism sector, given the opportunities arising due to the 2010 Olympic and Paralympic Winter Games, the celebration of the 150th anniversary of the founding of British Columbia as a Crown colony, continued investment in the resort sector, and increasing interest in B.C. from Asian markets. The Province is working to attract large numbers of people to work in the jobs created by projected growth in the industry. During 2006/07, labour and skill shortages continued to be a challenge, particularly in service industries throughout the province.

Sport, Recreation and ActNow BC

The sport sector is estimated to generate more than $2 billion each year in British Columbia. Broad access to recreation and sport also contributes to individual health and fitness, enhancing quality of life for British Columbians, and leading to improvements in health.

Adult and child obesity, smoking related illnesses and fetal alcohol syndrome are some of the most distressing and costly health problems that British Columbians face. These problems are also avoidable through healthy choices and lifestyle changes. ActNow BC, a core program of the Ministry of Tourism, Sport and the Arts, is a cross-government initiative meeting the challenge to improve the overall health of British Columbians through healthy lifestyle choices.

The importance of volunteerism in our society — in sport, recreation, culture, arts, health and social sectors — must not be underestimated. Building capacity in the volunteer sector is especially important in the lead up to the 2010 Olympic and Paralympic Winter Games when the need for volunteer support will be at its peak.

BC2008

In 2008, B.C. communities will be united in celebrating the province's 150th anniversary since its designation as a Crown colony. This milestone is an exciting opportunity to raise awareness about our shared heritage, cultivate a sense of pride, and highlight our unique history to British Columbians and visitors. It is also a time to engage local communities, other ministries and Crown agencies, the federal government, non-profit organizations, First Nations and the private sector, to bring to life the rich history and exciting future shared by British Columbians.

Heritage and Archaeology

The province has more than 215,000 buildings that pre-date 1945, with 5,000 recognized historic places and over 1,500 legally protected by local governments or the Province. By conserving their heritage, communities can be revitalized, attracting people, investors and tourists alike, and creating a sense of pride and connection to history, community heritage and identity. B.C. has a wealth of history, and the Ministry works to encourage conservation and public appreciation of this legacy.

B.C. has a diverse and complex archaeological history with more than 30,000 archeological sites, and human evidence dating back over 12,000 years. The Ministry works to protect archaeological sites while allowing controlled development. This responsibility is particularly challenging when, as in recent years, the province is experiencing an economic boom. Increased development and resource use requires the Ministry to be proactive in integrating archaeology into external planning and approval processes to increase awareness and reduce disturbance of archaeological sites during land development.

Arts and Culture

Creative communities that support economic vitality through arts and cultural activities are a significant feature of British Columbia. More than 78,000 people are employed in the arts and cultural sector, and cultural tourism is one of the fastest growing segments of the B.C. tourist industry.

A strong arts and culture community, attracts skilled workers to urban centres, allows a community to establish a unique identity, and creates 'destination cities' for cultural tourism. Supporting the growth of a creative economy is a long-term endeavour. Cultural and sport tourism are growing markets. These products, events and festivals can make strong and lasting contributions to local economies.

The demographic, cultural and artistic diversity of the province continues to change dramatically. This has enriched the province and provided us with opportunities to experience the arts and traditions of many diverse cultures. Ensuring access to this diversity of cultural expression is an aim for both the province and the cultural sector.

The film and television production industry, including digital animation and visual effects, contributes over $1 billion annually to the B.C. economy. By nature this industry is very cost-sensitive and highly mobile. Fluctuation in exchange rates, changes to tax incentives, and growing competition from other markets could impact B.C.'s future competitiveness and market share. However, B.C. has a strong media infrastructure with a core workforce of highly skilled people, attractive locations and respected, innovative film service companies, and is well placed to continue to offer excellence in all facets of film and television production.

Looking Ahead

Investments made in the current year by various stakeholders in preparation for the 2010 Olympic and Paralympic Winter Games are expected to accelerate the growth of the tourism and sports tourism industries, while enhancing sustainability and capacity in the sector. Similarly, investments made for future sports hosting, and the planning of civic celebrations such as BC2008, support the future of B.C.'s creative economy.

Report on Performance

Since the writing of the *2006/07–2008/09 Service Plan*, the Ministry of Tourism, Sport and the Arts has undergone internal change, including the addition of ActNow BC to the mandate of the Ministry and the launch of the BC2008 program.

Subsequent to the release of the *2006/07–2008/09 Service Plan*, the Ministry undertook a renewal of its goals, objectives, strategies, and performance measures to better address its full mandate. Measures that had previously been under development were finalized, and some measures were significantly improved. The following results section presents the Ministry's updated goals, objectives and performance measures, rather than those included in last year's service plan, to present a more complete and relevant depiction of the work of the Ministry. In cases where the yearly targets for new performance measures are essentially stable, 2007/08 targets are also used as targets for 2006/07. In a few cases, new measures did not have targets established for 2006/07.

The Ministry is also currently undergoing a review of its program areas to explore opportunities to improve its environmental performance. Tourism, sport and arts strategies will be developed in cooperation with partners and other ministries to ensure the province's natural resources are managed in a way that recognizes the importance of integrating environmental, economic and recreational values to ensure sustainability.

Progress on the original performance measures in the *2006/07–2008/09 Service Plan* was monitored through the year, and the results are included in Appendix C.

Performance Plan Summary Table

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits. For greater detail see pages 23 to 28	2006/07 Target	2006/07 Actual
1.1 Tourism revenue doubles by 2015.		
1.2 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond.	Not yet Established[1] (new measure)	3.7% (Estimated)
Percentage increase in annual Overnight Tourism Revenue		
1.3 British Columbia's resort tourism base is expanded.		
Approvals of resort developments:		
• New Master Development Agreements, and	7	7 Achieved
• New Other Resort Development Agreements		

[1] At the time of the writing of this report, the change in Overnight Tourism Revenues for 2006 is not yet calculated, but is estimated to be up 3.7 per cent from 2005.

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture. For greater detail see pages 28 to 38	2006/07 Target	2006/07 Actual
2.1 British Columbia's sport and recreation sectors are diverse, dynamic, and sustainable.		
Per cent of athletes on national teams who are from B.C. (summer and winter games)	25% (new measure)	26.7% Exceeded
Economic impact (ratio of tax benefits to Provincial investments) of national and international sport event hosting	3:1	Data not Available for 2006/07
2.2 British Columbia's arts and culture sectors are diverse, dynamic and sustainable.		
Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position	65%	68% Exceeded
Value of arts endowments established through deployment of BC Arts Renaissance Fund	new measure; no target set for 2006/07	$6.6 M
2.3 British Columbia has a dynamic and sustainable film and television production sector.		
Value of annual motion picture production expenditures in B.C.	$1.0 B	$1.2 B Exceeded

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture. For greater detail see pages 28 to 38	2006/07 Target	2006/07 Actual
2.4 Provincial pride and identity are enhanced as a result of British Columbia's BC2008 celebrations.		
Percentage of municipalities where BC2008 events are staged	New measure. No target established	To Be Assessed in 2008

Goal 3: A physically healthy population where individuals make choices that enhance their health. For greater detail see pages 38 to 39	2006/07 Target	2006/07 Actual
3.1 A greater proportion of British Columbians are physically active.		
Percentage of British Columbians active enough to derive health benefits (previously measured biennially, so target was not established for 2006/07)	N/A	58%

Goal 4: Effective joint stewardship of British Columbia's outdoor recreational resources, heritage and archaeology. For greater detail see pages 40 to 43	2006/07 Target	2006/07 Actual
4.1 British Columbia's tourism-related outdoor recreation resources are effectively maintained.		
Percentage of recreation sites receiving regular maintenance	75% (930 sites)	73% (902 sites) Substantively Achieved
4.2 British Columbia's historic places and archaeological sites are effectively protected.		
Percentage increase in the number of local governments using Remote Access to Archaeological Data system	18.5%	33% Exceeded

Goals, Objectives, Strategies and Performance Results

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits

Objective 1.1: Tourism revenue doubles by 2015

In 2003, Premier Campbell challenged the tourism sector to double B.C.'s tourism revenues by 2015 as part of a long term, sustainable plan for growth in the tourism industry. The Ministry has the pivotal role of bringing together the diverse and distinct stakeholders and industries that make up the tourism sector, to help accomplish this ambitious objective and target.

The key to achieving this target is to increase capacity in the B.C. tourism sector, to offer exceptional experiences and products to a range of domestic and international markets. Visitors who have exceptional experiences in B.C. will not only be more likely to return, but will also recommend B.C. as a travel destination to friends, relatives, and others when they return home. For British Columbia to be a destination of choice, businesses must be able to offer experiences and opportunities that attract visitors, and capture the hearts, minds, and spirits of all who visit and travel here.

Strategies

- Leading implementation of the Tourism Action Plan, a cross-government plan to work together to enable the tourism industry to double tourism revenues by 2015.
- Establishing partnerships with local and federal governments, industry, First Nations, and others to enhance tourism opportunities.
- Developing capacity to better research and assess the impacts of emerging and expanding tourism sectors.
- Promoting or leading development of new or emerging tourism and outdoor recreation opportunities and markets.

Objective 1.2: Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond

The 2010 Olympic and Paralympic Winter Games present an unparalleled opportunity to generate lasting social and economic benefits for British Columbians. The Ministry provides leadership to ensure that industry, government, and communities plan strategically to take full advantage of new opportunities.

It will take private and public sector investments in every region of the province, as well as astute domestic, national and international marketing, to fully realize the benefits of industry growth and development leading up to, and beyond, the 2010 Games. British Columbians will be showcasing the province to the world in 2010, and the Ministry is working to support an array of sporting events and arts, culture, heritage and recreational opportunities.

Strategies

- Developing initiatives to enhance and broaden the economic impact of hosting the 2010 Olympic and Paralympic Winter Games in the tourism, arts, culture, and sport sectors.
- Initiating and directing an inter-provincial working group to define how Canada will present itself to the world through the Cultural Olympiad.
- Partnering with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games (VANOC) to support communities across the province to participate in cultural events related to the 2010 Olympic and Paralympic Winter Games.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual [1]	2006/07 (Estimated)	2006/07 Actual
Percentage increase in annual Overnight Tourism Revenues	5.3%	3.4%	3.7%	DATA NOT YET AVAILABLE

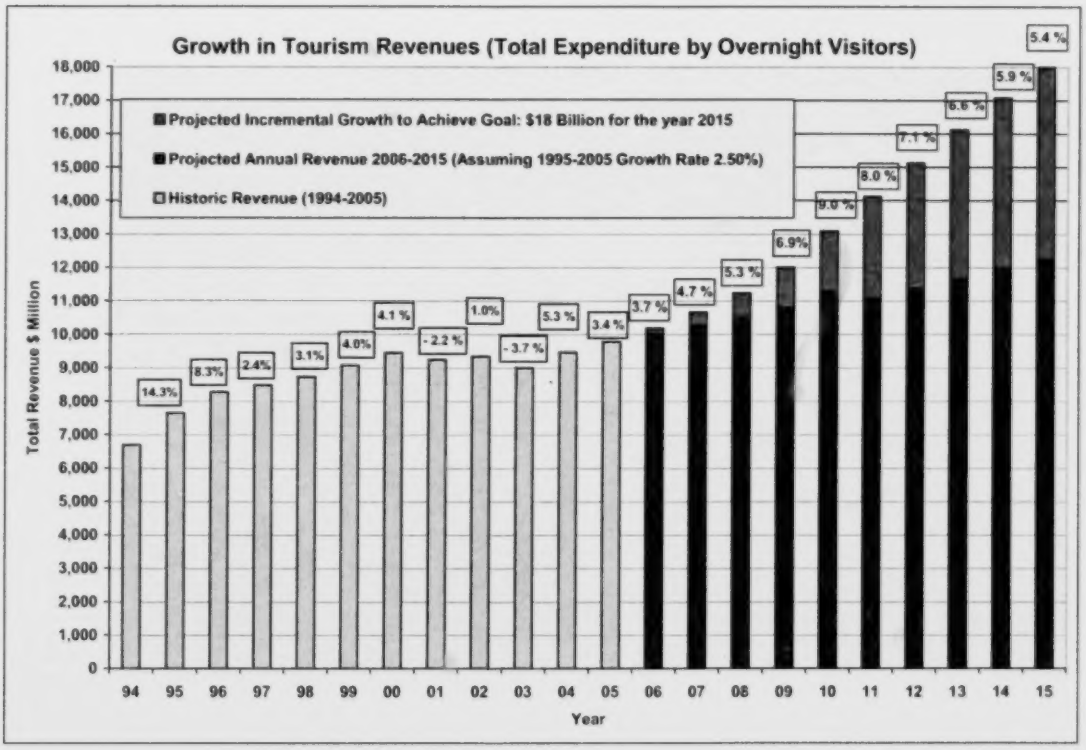
Data Source: Overnight Tourism Revenues are calculated by Tourism BC.

The measure is calculated on a calendar year basis; hence the 2005/06 "actual increase" is based on the period January 1, 2005 to December 31, 2005. Overnight Tourism Revenues also include expenditures by B.C. residents who travel more than 80 kilometres from their residence and stay at least one night away from home. **(new measure; target was not determined for 2006)**

[1] The 2007/08 Service Plan estimate of 2.9 per cent growth for 2005 was based on partial or preliminary 2005 data for key indicators made available from Statistics Canada in the fall of 2006. Based on more complete data sets and analysis received by Tourism BC, tourism growth rate for 2005 is revised, as of June 2007, to 3.4 per cent.

Discussion of Results

In the Ministry's *2006/07–2008/09 Service Plan*, one of the performance measures was to determine "New outcome measures for assessing growth in the tourism sector." The Ministry has determined that one of the key measures of tourism growth is the percentage increase in Overnight Tourism Revenues, defined as the gross revenue resulting from all spending by overnight visitors to B.C. during a year. It is one of the most reliable indicators of overall tourism activity in B.C., and comparable to indicators used by other jurisdictions. The chart below illustrates the revenue growth required to double tourism revenues by 2015.



Although the Ministry did not have a target for increase in Overnight Tourism Revenues for 2006/07, Tourism BC has estimated that 2006 will show an increase of 3.7 per cent over the 2005 revenues. The implementation of the Tourism Action Plan, the Aboriginal Cultural Tourism Blueprint Strategy and much of the work of the Ministry is intended to support the goal of enhanced tourism, and to achieve a 4.7 per cent increase in Overnight Tourism Revenues for 2007. This goal can only be accomplished through successful partnerships with many others, including leadership from the Ministry's Crown corporations.

The Tourism Action Plan focuses specifically on initiatives that government will undertake to support the objective of doubling tourism industry revenues to $18 billion by 2015 and facilitate BC's transition from a good tourism destination to a great destination. The actions in the plan are organized into the following four key areas, each containing specific clear accountabilities and deliverables:

1. **Development and Investment**: Actions by government that will encourage a positive business climate; increase investment in tourism; maximize potential of Crown assets; and develop and expand cultural attractions.
2. **Access and Infrastructure**: Actions that will coordinate investments, encourage hassle-free entry to and travel through B.C., and improve air-lift capacity.
3. **Tourism Workforce**: Specific actions to enhance training, attract more workers to B.C., and raise the retention rate within the tourism sector.
4. **Marketing and Promotion**: Actions by government that will clarify roles and enhance coordination across government ministries, Crown corporations and the tourism industry; attract more visitors and encourage them to stay longer; leverage the 2010 Winter Games; identify and promote emerging markets and products; and promote Aboriginal tourism and parks and outdoor recreation.

The Tourism Action Plan sets out a series of initiatives that will enable B.C.'s industry to generate the growth rates necessary to achieve a doubling of revenues by the end of 2015. The plan identifies foundational initiatives and strategic actions aimed at capitalizing on major events such as BC2008 and the 2010 Olympic and Paralympic Winter Games, as well as leveraging Government's investments such as the expanded Vancouver Convention Centre and the Pacific Gateway Strategy. The plan also builds on the recommendations of the Premier's Competition Council and is fully consistent with key government initiatives including the Asia Pacific Initiative, WorkBC and ActNow BC.

Government and its agencies will initially focus efforts on six actions expected to result in the most significant incremental gain toward doubling tourism:

- Ensure new resorts are approved and developed in an expedited manner.
- Increase First Nations investment in the tourism and outdoor recreation sectors.
- Increase the number of skilled and unskilled tourism workers coming to B.C. from other countries, as well as from other parts of Canada.
- Work with Tourism BC to maximize government's return on its tourism marketing investments by placing a priority on markets with high revenue growth potential or recently lost market share so as to achieve optimum short term growth.
- Work with the federal government to improve air access to British Columbia in support of the Pacific Gateway Strategy.
- Leverage the tourism benefits of hosting the 2010 Olympic and Paralympic Winter Games.

With implementation of the plan starting in 2007/08, the Ministry is anticipating the coordinated efforts of public and private sector agencies and organizations will enable the industry to achieve the bold targets set by Cabinet.

Objective 1.3: British Columbia's resort tourism base is expanded

The Ministry works to optimize recreational opportunities through the development of all-season resorts, adventure tourism, and outdoor recreation programs. Capital investment and the environmentally sustainable development of B.C.'s resort tourism base will provide lasting social and economic benefits to British Columbians in the form of employment and economic opportunity, as well as better access to recreational opportunities.

The Ministry's main challenge in expanding the resort tourism base is to facilitate and balance the goals and desires of local governments, First Nations, resort operators, and new investors.

Strategies

- Facilitating access to Crown land resources through licensing and tenure, and continuing enhancement of resources for all-season resorts, adventure tourism, and outdoor recreation programs.
- Completing implementation of the B.C. Resort Strategy and Action Plan.
- Sustaining local partnerships to maintain outdoor recreation infrastructure, such as recreation campsites and trail networks. In addition, upgrading targeted campgrounds and trails to attract new local partnerships.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Resort development approvals (Master Development Agreements, Operating Agreements, and Other Resort Development Approvals)[1]	N/A	6	7	7 Achieved

Data Source: Ministry of Tourism, Sport and the Arts.

[1] Resort development approvals can take several forms.
A Master Development Agreement is a long-term major resort development agreement which provides for the phased sale of Crown land, upon completion of corresponding recreation improvements by the resort operator, to ensure the resort maximizes its potential in accordance with the approved Resort Master Plan. An Operating Agreement is a long-term agreement between the Crown and a resort operator which provides the operator with the right to operate a ski resort on Crown land but does not contemplate any significant sale or development of base lands. Other resort development approvals include fee simple land sales for golf resort developments and tenures for major marina operations. As of December 31, 2006, the province had 15 Master Development Agreements and 11 Operating Agreements.

Discussion of Results

Resort developments approved on Crown Land in 2006/07 include all-season ski resorts and marinas.

The Ministry approved Master Development Agreements for the following resorts, with projected capital investments of $325 million:

- Mt. Baldy, near Oliver ($100 M);
- Crystal Mountain, near Kelowna ($110 M); and
- Saddle Mountain, near Blue River ($115 M).

Other approvals in 2006/07 included:

- Jervis Inlet Marina;
- Canadian Mountain View Paradise Lodge;
- Callaghan Country Wilderness Adventures Backcountry Accommodation; and
- Kasiks Wilderness Resorts (Expansion).

B.C.'s 700 resorts and lodges contribute more than $2 billion in direct and indirect spending each year. The 44 alpine ski resorts in B.C. have projected capital investments of over $1 billion over the next two to five years.

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture

Objective 2.1: British Columbia's sport and recreation sectors are diverse, dynamic, and sustainable

Supporting opportunities to participate and achieve in sport contributes to the health, social and economic strength of communities and the province. Hosting sport events in B.C. strengthens the sport and recreation sector by providing opportunities for B.C. athletes to compete "at home", and increases investment in new sport programs and facilities, volunteer skill development, and expertise for future hosting efforts. Event hosting is an important economic driver, bringing new visitor and operational spending to communities across the province.

A major challenge for the Ministry is to bring more resources to British Columbia's sport and recreation sector by working in partnership with a vast array of stakeholders including the federal government, local governments, SportsFunder, 2010 Legacies Now Society, Sport BC, BC Recreation and Parks Association and PacificSport.

Strategies

- Developing and implementing coordinated provincial sport and recreation strategies to support accessibility to sport and recreation programs.
- Providing British Columbians with the opportunity to excel in sports.
- Supporting innovative partnerships that enable the development of new sport and recreation investments and initiatives.
- Supporting local organizers to pursue and stage international sporting events.

Performance Results

Performance Measure	2004/05 Benchmark	2005/06 Actual	2006/07 Target	2006/07 Actual
Per cent of athletes on national teams who are from B.C. (summer and winter games)	25%	25%	25%	26.7% (Exceeded)

Data Source: Sport Canada.

For comparison: British Columbia makes up 13 per cent of the population of Canada.

Discussion of Results

This performance measure replaces the measure originally listed in the *2006/07 – 2008/09 Service Plan*: percentage of nationally-carded athletes training in British Columbia. The results of that measure exceeded the target and are reported in Appendix C.

As B.C.'s investments in high performance increases, so do those in other provinces, territories and countries. Maintaining and improving performance in future years against tough competition will continue to be a challenge.

Excellence in BC Sport

In 2006, Aboriginal Team BC won 102 individual medals (54 gold, 26 silver and 22 bronze) at the 2006 North American Indigenous Games in Denver, Colorado, topping their performance in 2002, when they won a total of 71 medals. At the 2007 Canada Winter Games in Whitehorse, Yukon, Team BC finished fourth overall in medals and flag points, increased its medal count to 77 from 68 in 2003 and doubled its gold medal count (24 from 12 in 2003). This success can be attributed in part to the Aboriginal Excellence bilateral agreement with Sport Canada which sees $200,000 annually going to Aboriginal Team BC for enhanced athlete development. $545,000 from SportsFunder lottery (from the Ministry of Public Safety and the Solicitor General) to Team BC in 2006/07 will support the Ministry's commitment to athletic excellence.

The Ministry increased its support to the B.C. Athlete Assistance Program (BCAAP) from $700,000 to $1.4 million annually. Provincial sport organizations and post-secondary institutions determine the number of athletes and funding levels that will be supported based on their allocation of BCAAP, with up to 3,000 athletes from across the province expected to benefit from these grants. With this additional support, BCAAP funding to athletes with a disability will be increased to $100,000, from $12,290 in past years.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Economic impact (ratio of tax benefits to Provincial investments) of national and international sport event hosting[1]	Data not available	2.29:1	3:1	Data not Available for 2006/07

Data Source: Typically, the sport event host provides the calculation of the economic impact, although in some cases where the event has a more limited budget, the economic impact is not calculated.

Discussion of Results

This measure is an indication of the degree to which government investments in major sport events are leveraged by contributions from the private sector, other partners and event revenues. Direct provincial tax revenue generated by the event is calculated based on post-event economic

impact analyses. The Ministry is working to ensure that all future events with Provincial contributions calculate and report on economic impact without putting an undue administrative burden on the hosting organization.

The Ministry provided $325,000 in funding to the 2006 Pan Pacific Swimming Championships in Victoria. The estimated economic impact of the event was $2.5 million in direct spending based on similar-sized events and previous Pan Pacific Swimming Championships.

The Pan Pacific Swimming Championships were an organizational and promotional success, with Canadian and American network television stations covering the event, and the breaking of six world records at the meet attracting international attention. As well, six B.C. swimmers contributed to Canada's eight medal performance and many other PacificSport athletes achieved personal best performances.

The Ministry also funded the 2010 Legacies Now program, Hosting BC, which supported 38 major national and international sport events across the province in 2006/07.

The measure was introduced in 2006/07. Unfortunately, economic impact analysis of investments in major sporting events is a significant expense that not all sport events hosts have the resources to conduct. The Ministry is developing, for 2007/08, a simple tool that future events of various sizes can use to estimate economic impact. Based on further analysis, future service plans have been changed to a static two-to-one return on investment. This change will ensure the Ministry can continue to promote all regions of the province, including non-urban regions, as sport event destinations. A two-to-one return on investment remains a solid achievement, and one that demonstrates strategic use of public funds.

Objective 2.2: British Columbia's arts and culture sectors are diverse, dynamic and sustainable

Arts, culture, heritage, recreation and sport bring people together, enriching their lives and cultivating a sense of community. These important sectors foster creativity, innovation, social awareness, cultural understanding, and also contribute to personal health and well-being. A diverse range of events, experiences, festivals, and other products (such as publications, performances, fairs, galleries, and demonstrations), contribute to this objective.

The BC Arts Council

The BC Arts Council
http://www.bcartscouncil.ca/
is recognized as a leading and independent institution that supports arts and cultural development throughout the province. The BC Arts Council continues to successfully deliver programs that support creation, development, production and distribution in all artistic disciplines and are inclusive of the geographic and ethnic diversity of the province.

Ministry challenges for this objective include maintaining sustainability of the increasingly diverse cultural communities which make up British Columbia. Infrastructure is also a concern. Many museum buildings, cultural centers and heritage sites in the province are in need of capital investment.

Strategies

- Providing support to the BC Arts Council's diverse range of programs and activities which provide:
  - — arts awards for individual projects;
  - — community arts development awards;
  - — professional arts development awards; and
  - — funding for planning and development of arts organizations.
- Developing a long-range arts and culture strategy in consultation with key stakeholders.
- Overseeing the development of an Aboriginal Art Gallery, Women's History Museum, and the Asia Pacific Museum/Centre of Trade and Culture.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position	64%	64%	65%	68% Substantively Achieved

Data Source: BC Arts Council Annual Report.

Discussion of Results

This measure is intended as an indicator of the health of the sector as a whole. The measure reflects the financial stability of arts and cultural organizations in the province. Each year, 25 major cultural organizations are reviewed. The net financial position of each organization is compared to the previous year's net financial position, and the percentage that has maintained or improved is calculated. As approximately 60 per cent of each year's top 25 cultural organizations are performing arts organizations, and these organizations experience more volatility than publishers and studio arts organizations, the target is 65 per cent.

In the 2006/07 fiscal year, the Ministry announced its part in a new contribution program called Arts Partners in Creative Development. The initial investment over three years is $6.5 million. Funded by a consortium of public and private agencies, Arts Partners in Creative Development is designed to assist B.C. arts and cultural organizations create and develop new

works, or further develop existing works, and to support the achievement of a high level of excellence with the intent of producing, presenting or exhibiting them at the highest standard during the 2010 Olympic and Paralympic Winter Games.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Value of arts endowments established through deployment of BC Arts Renaissance Fund	N/A	$8 M	new measure; target was not established for 2006/07	$6.6 M

Data Source: The Vancouver Foundation (http://www.vancouverfoundation.bc.ca/).

Discussion of Results

In establishing the BC Arts Renaissance Fund in 2005 by contributing $25 million to the Vancouver Foundation the Province challenged the private sector to make a significant contribution to the sector's sustainability. The BC Arts Renaissance Fund provides funding to match private contributions to permanent endowments, the earnings of which provide operational support to arts and cultural organizations throughout the province. Distribution of the fund means that private sector contributors have matched funds, and contributed to the stability of the sector.

The total to-date allocations, to March 31, 2007, of the BC Arts Renaissance Fund are approximately $11.6 million. In addition, approximately $1.5 million has been allocated through the Management, Endowment Development, Implementation, Capacity and Innovation program of the Renaissance program. Total expenditures are on target at approximately $13.1 million since the fall of the 2005.

Arts and Culture: Building B.C.'s Creative Agenda

150 representatives of the British Columbia cultural community gathered in April 2006 in Vancouver to discuss the future of the sector. Key work from the summit included:

- *The publication of the arts and culture summit report and recommendations,* Building from Strength, *written by moderator, Max Wyman. This report is available online at: http://www.tsa.gov.bc.ca/csb/summit.htm.*
- *The report,* Socio-Economic Impacts of Arts and Culture Organizations in BC: Grant Applications to the BC Arts Council, *compiled by G.S. Sandhu & Associates.*
- *The report,* Inter-jurisdictional Study of Public Sector Best Policies and Practices in Arts and Culture, *commissioned by the Centre for Not-for-Profit Sustainability, from PricewaterhouseCoopers.*
- *Artist interviews conducted with B.C.'s Artists of Excellence.*

Objective 2.3: British Columbia has a dynamic and sustainable film and television production sector

To remain competitive, B.C. must continue to offer excellence, both in terms of quality and cost, and provide producers with access to the best crews, locations, tax incentives, equipment and infrastructure in the world. The future success of the motion picture sector, an important contributor to B.C.'s economy, will be shaped by the industry's ability to work collaboratively, offering exceptional value and developing innovative strategies that are flexible enough to respond to a rapidly changing global marketplace.

This objective is also supported by marketing and promoting the province's advantages and opportunities as a world-class motion picture production centre. British Columbia can continue to hold its standing as the third largest film and television production industry in North America by remaining competitive. This is achieved by providing outstanding production support services, promoting the economic contributions of the motion picture industry in British Columbia, and responding to important trends in this fast-evolving business.

Strategies:

- Supporting the development of British Columbia's production expertise and the growth of British Columbia's domestic motion picture industry through BC Film.
- Showcasing British Columbia as a world-class motion picture production centre that delivers service excellence and marketing through the BC Film Commission.
- Developing a new long-range strategy to support the development of New Media.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Value of annual motion picture production expenditures in B.C.[1]	$0.8 B	$1.2 B	$1.0 B	$1.2 B EXCEEDED

Data Source: British Columbia Film Commission.

[1] Historically, production activities fluctuate, depending on many factors such as exchange rates and proposed production activities of major clients. The targets have a range of plus or minus $200 million.

Discussion of Results

B.C.'s motion picture production industry had a prosperous year in 2006 with production contributing over $1.2 billion to our provincial economy. It is notable that British Columbia, with $1.2 billion of production spending in 2006, maintained its globally competitive position while other jurisdictions, like Ontario, saw a significant decline in foreign production. However, the increasing value of the Canadian dollar and lucrative tax incentives now offered by a growing number of US states and other countries, combined with the highly mobile and cost-sensitive nature of the industry, could affect B.C.'s future competitiveness and market share.

In 2006/07, the Ministry provided $275,000 to the Regional Film Commission Assistance program, an increase of $75,000 above 2005/06 funding levels. This funding helped to strengthen regional film offices' capacity to showcase their regions to the best competitive advantage and expand opportunities for motion picture production in all areas of the province.

The Province continues to support production activity through its regional tax incentive, aimed at stimulating production in areas of the province outside the Lower Mainland. In 2006, the tax credits were extended until 2008, to help ensure B.C.'s film industry remains strong and competitive with other jurisdictions.

Digital Post Production Mission

The BC Film Commission http://www.bcfilmcommission.com led a digital production trade mission to Los Angeles in February 2007. Sixteen B.C.-based companies participated in the mission which was also supported by BC Film, the Motion Picture Production Industry Association of BC, and Western Economic Diversification. A networking reception followed presentations, allowing B.C. company representatives to meet with over seventy Los Angeles-based production executives and visual effects supervisors who were in attendance. The Digital Post Production mission was a great success, highlighting the advantages of industry-government partnerships and the benefits of pooling resources to promote key sectors of B.C.'s motion picture industry.

Objective 2.4: Provincial pride and identity are enhanced as a result of British Columbia's BC2008 celebrations

BC2008 will build collective pride in, and understanding of, the contributions that British Columbians and their ancestors have made in shaping the province, and instill a sense of identity and optimism for a positive and progressive future. BC2008 projects will be delivered by third party delivery agencies, and will target a broad cross-section of British Columbians from youth to seniors. By creating legacies that inspire all generations and cultures to focus on the future of British Columbia, this partnership-based program will work to engage individuals and communities across the province.

Strategies

- Affiliating with events across the province to raise the awareness of British Columbia's 150th anniversary as a Crown colony, including:
  - — Heritage projects, which include activities and events that will enable British Columbians to better understand their history and the people, events and places that have shaped the province.
  - — Communities' projects, which include activities and events that celebrate 150 years of history and reflect a commitment to local planning and delivery. British Columbia history was written locally and will be celebrated locally.
  - — Multiculturalism projects, which include activities and events that highlight immigrants throughout the BC2008 celebrations, contribute to the elimination of racism, and value and celebrate cultural diversity.
  - — First Nations projects, which include activities and events that profile Aboriginal history, culture and tradition and contribute to greater understanding and a new relationship between Aboriginal people and non-Aboriginal people.
  - — Arts and Culture projects, which include activities and events that describe British Columbia's BC 2008 celebrations through art and culture including performance, music, essays, film and other forms of cultural expression.
  - — Encouraging participation in British Columbia's 2008 celebrations, across generations and cultures, through partnerships.
  - — Facilitating the creation of BC Spirit Squares in communities throughout British Columbia.

Discussion of Results

The Ministry has developed a measure which will gauge the degree of participation by reporting the percentage of municipalities where BC2008 events are staged. In 2006/07, efforts were underway to involve communities across B.C. in planning BC2008 celebrations:

- Since October 2006, the Ministry's BC2008 team has continued its community consultation process by conducting Spirit of BC Committee and Community meetings in Prince George, Fort St. John, Hope, Qualicum, Parksville, Abbotsford, Richmond, Victoria, Lytton, Castlegar, Kelowna, and Vancouver.
- There were 161 applications for BC Spirit Squares.
- Planning was underway for a multitude of programs such as:
  - — BC2008 exhibit grants for museums and art galleries in B.C., a $350,000 program being administered by the British Columbia Museums Association;
  - — The BC2008-sponsored BC Book Prizes Authors' Tour, which will visit approximately 25 communities; and
  - — As part of the 2008 North American Indigenous Games, a totem pole carving team will tour the province, offering British Columbians the unique experience of carving a distinctive totem pole that tells a story of British Columbia's Aboriginal peoples and history.

Objective 2.5: British Columbians are supported in contributing to the well-being of their communities through volunteerism

For communities across British Columbia, volunteerism is one of the most valuable resources — accounting for an estimated $5.2 billion[3] in unpaid labour annually to support social services, health, education, sport and recreation, and culture and art sectors. An engaged, skilled network of volunteers can make lasting contributions not only in their communities, but in their personal and work life as these skills can be and are often transferred to other areas.

A strong and vital volunteer force is one of the important legacies that results from hosting major events and festivals. In the next decade, there are many sport and cultural events which will depend on large numbers of volunteers, including:

- North American Indigenous Games in 2008: 4,500–5,000 volunteers;
- 2009 World Police/Fire Games: 4,000 volunteers;
- 2010 Olympic and Paralympic Winter Games: 25,000 volunteers; and
- Annual Vancouver International Jazz Festival: 1,000 volunteers.

[3] Statistics from the 2003 National Survey of Nonprofit and Voluntary Organizations, Statistics Canada.

As well, events such as international Olympic and Paralympic test events, BC2008 celebrations, B.C.'s multisport Games, and the countless cultural events, arts festivals and sport tournaments and events all depend on volunteers. Volunteer BC has worked with Ministry staff to prepare a plan to address the future sustainability of the volunteer sector.

Strategies

- Supporting volunteer leadership and initiatives to build sustainable capacity in the volunteer sector and to recognize the valuable and important contributions of volunteers.
- Using the many large-scale sport and cultural events being hosted in British Columbia to engage communities in developing their volunteer capacity.

Goal 3: A physically healthy population where individuals make choices that enhance their health

Objective 3.1: A greater proportion of British Columbians are physically active

ActNow BC works with other ministries, local government, community groups, and many other partners to create and support programs that focus on healthy eating, physical activity, healthy body weight, living tobacco-free, and healthy choices in pregnancy. By 2010, ActNow BC's objectives are to:

- increase the percentage of the B.C. population that is physically active by 20 per cent;
- increase the percentage of B.C. adults who eat at least five servings of fruits and vegetable every day by 20 per cent;
- reduce the percentage of B.C. adults who are overweight or obese by 20 per cent;
- reduce tobacco use by 10 per cent; and
- increase the number of women who receive counseling about the dangers of alcohol and tobacco during pregnancy by 50 per cent.

ActNow BC also supports schools, employers, local governments and communities to develop and promote healthy living programs and events. The goal is to not only to be the healthiest jurisdiction to host an Olympic and Paralympic Games, but to lead the way in health and fitness in North America. ActNow BC aims to be the most comprehensive health promotion program on the continent.

Strategies

- Leading the programs of ActNow BC which contribute to increased physical activity and healthy lifestyle choices, particularly for at-risk populations.
- Collaborating with the Ministries of Health and Education, other ministries, and community and health partners, to reach the core goals of ActNow BC.
- Fostering exposure to recreation, physical activity and sport for youth.
- Assisting in the development of a specific Aboriginal ActNow BC program, and supporting Aboriginal participation and physical activity.

Performance Results

Performance Measure	Baseline (2003)	2005/06 Actual	2006/07 Target	2006/07 Actual
Percentage of British Columbians active enough to derive health benefits	58%	58%	N/A[1]	58%

Data Source: Based on the biennial Canadian Community Health Survey, conducted in 2003 and 2005, and now conducted annually.

[1] The baseline is based on the 2003/04 bi-annual survey results. Because the survey had been conducted biennially, and there was typically a two-year lag in reporting the provincial results, no target was set for 2006/07. However, since the survey is now conducted annually and the results are reported later the following year, we can report the actual result for the 2005 survey, reported in late 2006.

Discussion of Results

Data for this measure is collected every two years by the Canadian Community Health Survey (CCHS) which provides estimates of health determinants, health status and health system utilization for 136 health regions across the country. Approximately 16,000 British Columbians (12 years and older) participate in the bi-annual telephone survey in which they report on whether or not they engaged in 30 minutes of moderate exercise at least four days each week. The survey is released approximately one year after the collection date so there is a lapse in linking current activities to this performance measurement.

This performance measure (physical activity levels) is an indicator of success for cross-government and cross-sector investments in physical activity. Because the Ministry's impact on physical activity trends is limited by resources, the greatest gains in reducing physical inactivity will be made in supports to the settings — schools, home, community and workplaces — that provide better environments for healthy, active living. Contributions by all government ministries, public and private sectors, as well as individual commitments to positive personal health goals will help increase physical activity levels. ActNow BC will continue to support and mobilize Provincial, community and individual efforts in this regard.

Goal 4: Effective joint stewardship of British Columbia's outdoor recreational resources, heritage and archaeology

Objective 4.1: British Columbia's tourism-related outdoor recreation resources are effectively maintained

Sustainable practices are fundamental and integral to the longevity of outdoor recreation resources and continued environmental, social, and economic stability of communities and the province as a whole. Local governments, community organizations, industry, and individuals all play a role in protecting the environment. The Ministry contributes to natural resource stewardship by working with other ministries and partners to ensure that environmental and social values are fully considered when making resource management decisions for tourism, resort, and recreation development opportunities.

The Ministry has a mandate to ensure the protection of recreation sites and trails on Crown land. There are a total of 1,240 recreation sites and 575 recreation trails which are valued resources, enjoyed by many British Columbians, as well as by tourists.

Strategies

- Applying sustainable environmental practices and procedures when approving adventure and nature-based tourism, recreation and resort development projects.
- Developing Provincial policies and procedures that will ensure tourism and recreation interests are reflected in land and resource planning.
- Effectively managing and maintaining the provincial system of recreation sites and trails in partnership with recreation groups, community organizations, First Nations, forest companies, regional districts, users and others.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Percentage of recreation sites receiving regular maintenance[1]	46% (566 sites)	50% (620 sites)	75% (930 sites)	73% (902 sites) Substantively Achieved

Data source: Ministry of Tourism, Sport and the Arts.

[1] There are 1,240 recreation sites in total. (Source- FTA Database).

Discussion of Results

The number of recreation sites receiving regular maintenance is a measure of safe, sanitary, and environmentally sound conditions at recreation sites.

Establishment of more than 180 successful local partnerships has been pivotal to the effective management of recreation sites and trails throughout the province. The list of partners includes First Nations, Forest Licensees, local clubs, and communities. In cases where partners cannot be found to manage sites and trails, maintenance service contracts are awarded or the sites and trails are maintained by users.

Ministry Response

The target identified for recreation sites receiving regular maintenance in 2007/08 is expected to be achieved, given the additional $1 million in funding approved in August 2006. This also depends on receipt of funding from Natural Resources Canada for mitigating the impact of the mountain pine beetle epidemic at recreation sites. The mountain pine beetle epidemic has impacted more than 40 per cent (500 of the 1,240) recreation sites in the interior of the province. A proposal for approximately $2 million over a two year period has been submitted to Natural Resources Canada Mountain Pine Beetle Fund to remove trees that have been killed by infestation and which pose a significant safety hazard to the public camping at the recreation sites.

In addition, a number of recreation sites and trails in the coast region were severely damaged during the floods and windstorms that occurred in the fall/winter of 2006/07. Efforts to address this flood and storm damage will continue into 2007/08.

Objective 4.2: British Columbia's historic places and archaeological sites are effectively protected

Historical heritage sites and archaeological sites provide a wealth of knowledge about our heritage and a fragile link to our origins and the nature of our early history, both pre- and post-European demonstrated contact. If we fail to protect these sites, we lose their cultural and historic value forever.

The Province has a major funding role in heritage resource protection for publicly owned resources and a major regulatory and support role for others. Since the Province's heritage assets are managed by communities themselves, the Ministry works to build capacity for, and commitment to, sustaining these valued resources through local governments and community organizations. This work supports the preservation and enjoyment of the province's unique historic places including buildings, structures, districts, and heritage towns such as Nelson and Victoria.

The Ministry contributes to archaeological resource stewardship by working with other ministries and partners to ensure that environmental and social values are fully considered when making resource management decisions. This work also enables the protection of thousands of archaeological sites across the province. The archaeological site inventory includes records for about 30,000 sites. With human evidence dating back over 12,000 years, British Columbia has one of the most diverse and complex archaeological histories in Canada. Awareness and conservation of B.C.'s unique archaeological sites and many historical places promotes community stability, revitalization, involvement and pride.

For archaeological resources, the Ministry has some control in achieving this objective, as sites are protected by law with penalties for incidents where evidence proves that legislation has been purposefully breached.

Strategies

- Providing training and resources to community partners for heritage conservation.
- Partnering with other levels of government to foster heritage building rehabilitation and heritage district revitalization.
- Increasing public awareness of the value of the continued conservation of archaeological resources.

Performance Results

Performance Measure	2004/05 Actual	2005/06 Actual	2006/07 Target	2006/07 Actual
Percentage increase in the number of local governments using Remote Access to Archaeological Data system	N/A	27	32 (increase of 18.5%)	36 (increase of 33%) EXCEEDED

Data Source: Archaeology Branch of the Ministry of Tourism, Sport and the Arts.

Discussion of Results

The degree of effective stewardship of archaeological resources depends upon education and awareness of the importance of this resource, as well as the ability to engage in land use planning processes to allow for the early identification and moderation of potential impacts. The Ministry has undertaken some measures for "enhanced appreciation" in that it has developed two handbooks — one for Local Governments and one for Foresters — that provide information on the importance of the resource, and guidance on the provincial process to deal with archaeology in the context of their respective areas. These manuals promote an understanding of the resource and allow for informed participation in the process.

At the local government level, improved integration of archaeological information into planning processes highlights archaeology as a consideration when permitting development in their jurisdictions. The benefit derived from having local governments participate in the process is that they have the most direct involvement with land development processes dealing with private properties. Local governments would act as an early alert in situations where developments may impact sites. The sooner the developer is aware of the need to consider archaeological interests, the less costly this process is for the developer.

The Ministry has developed an educational module on what heritage conservation is, what it means and why it's important. The program will then be posted on the Ministry's website for professional archaeologists to use for presentations in school classrooms.

Report on Resources

This section, in conjunction with the earlier section Report on Performance, assists in linking resources, strategies and results. Expenditure report by core business area provides a functional breakdown of costs.

Resource Summary Table

	Estimated	Other Authorizations[2]	Total Estimated	Actual	Variance
Operating Expenses ($000)					
Arts, Culture and Heritage[1]	26,723	0,000	26,723	26,960	237
Sport, Recreation and Volunteers[1]	15,111	165	15,276	15,863	587
Tourism and Resort Development	13,613	0,000	13,613	13,375	(238)
British Columbia Film Commission	1,354	0,000	1,354	1,414	60
Transfers to Crown Corporations and Agencies	143,857	4,673	148,530	148,330	(200)
Executive and Support Services	3,037	0,000	3,037	2,581	(456)
Minister of State for ActNow BC	0,000	178	178	178	0
ActNow BC — Services Delivered by Partners (Transferred from Health)	0,000	5,420	5,420	5,416	(4)
Total	**203,695**	**10,436**	**214,131**	**214,117**	**(14)**
Full-time Equivalents (FTEs)					
Arts, Culture and Heritage	45	0	45	39	(6)
Sport, Recreation and Volunteers	10	0	10	10	0
Tourism and Resort Development	75	0	75	66	(9)
British Columbia Film Commission	10	0	10	10	0
Executive and Support Services	12	0	12	9	(3)
Minister of State	0	0	0	2	2
ActNow BC — Services Delivered by Partners (Transferred from Health)	0	3	3	2	(1)
Total	**152**	**3**	**155**	**138**	**(17)**

	Estimated	Other Authorizations[2]	Total Estimated	Actual	Variance
Ministry Capital Expenditures (Consolidated Revenue Fund) ($000)					
Arts, Culture and Heritage	251	0	251	52	199
Sport, Recreation and Volunteers	0	0	0	6	(6)
Tourism and Resort Development	1,414	0	1,414	1,365	49
British Columbia Film Commission	75	0	75	4	71
Executive and Support Services	50	0	50	82	(32)
Total	**1,790**	**0**	**1,790**	**1,509**	**281**
Other Financing Transactions ($000)					
Tourism and Resort Development					
Receipts	0	0	0	0	0
Disbursements	3,920	0	3,920	754	(3,735)
Net Cash Source (Requirements)	(3,920)	0	(3,920)	(754)	3,735

[1] Includes Special Accounts.

[2] Other Authorizations are:
- $5,420,000 for ActNow BC, which was transferred from the Ministry of Health as part of a government reorganization
- $5,016,000 for Contingency Vote access

Core Business Descriptions and Explanations for Significant Variances

1. Arts, Culture and Heritage

The Arts, Culture and Heritage division is responsible for cultural and heritage policy and programs; for the administration and delivery of government programs under the *Arts Council Act* and the *Heritage Conservation Act;* and for the administration of the Olympic Arts Fund Special Account. The Ministry supports the development of sustainable arts and cultural sector and a creative economy. It also works to build awareness and implement policies to facilitate the protection, conservation and rehabilitation of heritage (built heritage and archaeological sites) for the benefit of present and future generations.

2. Sport, Recreation and Volunteers

The Sport, Recreation and Volunteers division's mandate is to support the development of a sustainable recreation and sport system. It does this by facilitating quality opportunities to increase physical activity, participation and excellence in sport; developing public policy; providing funding to recreation and sport organizations; and working with local organizing and bid committees to promote British Columbia as a domestic and international event host.

The Ministry coordinates government's involvement with organizations representing the voluntary sector and works in partnership with government and non-government organizations to develop recognize and build lasting capacity in this valuable labour force.

3. Tourism and Resort Development

This division provides for implementing the provincial plan and policies for sustainable development of tourism; developing and implementing strategies to promote British Columbia and achieve significant increases in tourism; advancing product and sector development; issuing Crown land tenures for adventure tourism businesses and all-season resorts and supporting major development agreements; managing the provincial system of forest recreation sites and trails; working with others to enhance the business climate for tourism growth; and undertaking market and trend research.

4. British Columbia Film Commission

The BC Film Commission supports the promotion of British Columbia's locations and film industry infrastructure for use by the world's film, television and commercial production industry. It also offers production and post-production support for film-making.

5. Transfers to Crown Corporations and Agencies

The Ministry has a budget of $148 million for transfers to four Crown corporations and agencies.

Tourism BC (TBC) works to promote development and growth in the tourism industry, to increase revenues and employment throughout British Columbia, and to increase economic benefits for all British Columbians.

The Royal BC Museum (RBCM) is a Crown corporation, responsible for the protection and exhibition of provincial collections, including specimens, artifacts, archival records and other materials that illustrate the natural and human history of British Columbia.

The BC Pavilion Corporation (PAVCO) generates economic and community benefits through the prudent management of public facilities.

The Vancouver Convention Centre Expansion Project (VCCEP) is also funded through the Ministry. VCCEP will be a very important asset before, during and after the 2010 Olympic and Paralympic Winter Games.

Of the Ministry's operating expenditures, 69 per cent fell under the core business area Transfers to Crown corporations and Agencies.

6. Executive and Support Services

This business provides for the offices of the Minister and the Deputy Minister. Under an agreement, the Ministry of Community Services (MCS) provides management services to the Ministry of Tourism, Sport and the Arts. This area was under budget by $456,000, primarily due to hiring lags and reduced contract spending.

7. Minister of State for ActNow BC

In August 2006, a Minister of State for ActNow BC was appointed and ActNow BC was assigned as a core program of the Ministry of Tourism, Sport and the Arts.

8. ActNow BC — Services Delivered by Partners (Transferred from Ministry of Health)

In 2006, the Premier committed to an "integrated, coordinated partnership-based platform to support healthy lifestyle choices and reduce the burden of disease in British Columbia."

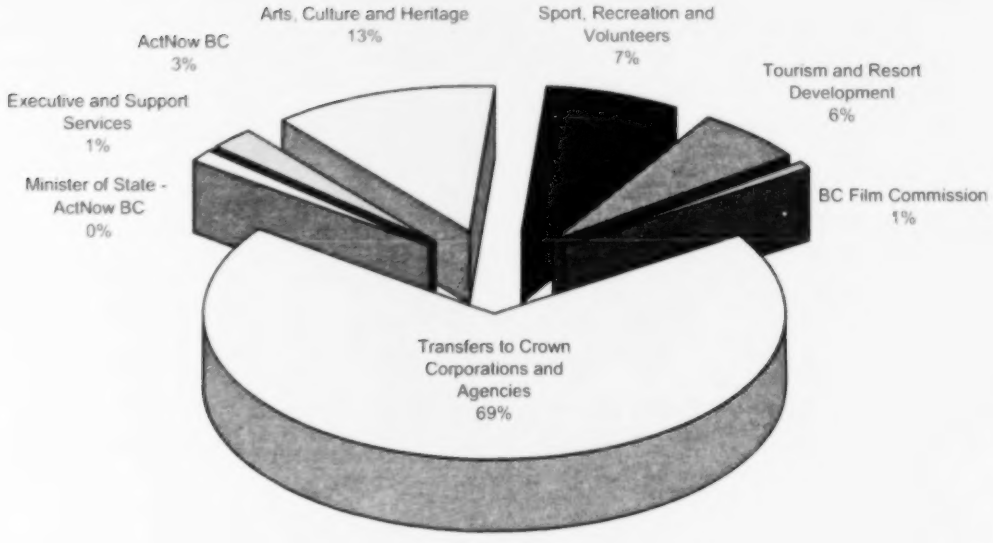
Ministry Capital Expenditures

Approximately 75 per cent of the Ministry's capital funding envelope is allocated for improvements to recreation sites and trails. The remainder is for office furniture and equipment, tenant improvements and information systems. The under-expenditure in the capital budget is the result of design delays in information system projects.

Other Financing Transactions

Disbursements represent expenditures (per 2006/07 *Estimates*). Actual disbursements were less than budgeted ($754,000 versus a budget of $3,920,000). Several resort projects are in the consultation process.

Ministry of Tourism, Sport and the Arts
2006/07 Actuals by Core Business



Ministry Contact Information

To learn more about the Ministry, go to http://www.gov.bc.ca/tsa/

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BC2008
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BC Film Commission
http://www.bcfilmcommission.com/

Cultural Services Branch
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E-mail: csbinfo@gov.bc.ca
http://www.tsa.gov.bc.ca/arts_culture/

BC Arts Council
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E-mail: BCArtsCouncil@gov.bc.ca
http://www.bcartscouncil.ca/

Sport and Recreation Branch
PO Box 9820 Stn Prov Govt
Victoria BC V8W 9W3
Phone: 250 356-9005, or see http://www.tsa.gov.bc.ca/sport/contacts.htm for more detailed contact information.
http://www.tsa.gov.bc.ca/sport/

Tourism Division
http://www.tsa.gov.bc.ca/tourism/ , or for tourism contacts:
http://www.tsa.gov.bc.ca/tourism/contacts.htm

Archaeology:
PO Box 9816 Stn Prov Govt
Victoria BC V8W 9W
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http://www.tsa.gov.bc.ca/archaeology/ , or for additional office location and contact information:
http://www.tsa.gov.bc.ca/archaeology/contacts.htm

Heritage:
PO Box 9818 Stn Prov Govt
Victoria BC V8W 9W3
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Fax: 250 356-7796

http://www.tsa.gov.bc.ca/heritage/

Recreation Sites and Trails
PO Box 9811 Stn Prov Gov
Victoria BC V8W 9W1
Phone: 250 356-6911
Fax: 250 356-2842
E-mail: RecInfo@gov.bc.ca

http://www.tsa.gov.bc.ca/sites_trails/ (includes additional contact information)

Resort Development:
http://www.tsa.gov.bc.ca/resort_development/, or for office location and contact information:

http://www.tsa.gov.bc.ca/resort_development/contacts.htm

Annual Service Plan Report Appendices

Appendix A: List of Crowns, Agencies, Boards and Commissions

Many of the Ministry's goals and objectives are supported by programs and activities of its seven Crowns, agencies, boards and commissions.

Tourism BC has responsibility for marketing the Super, Natural British Columbia™ brand to the world, and works cooperatively with industry partners to promote the development and growth of British Columbia's tourism industry and ensure its long-term success.

Royal BC Museum Corporation is responsible for the protection and exhibition of provincial collections, including specimens, artifacts, archival records and other materials that illustrate the natural and human history of British Columbia.

BC Pavilion Corporation generates economic and community benefits through the prudent management of public facilities.

Vancouver Convention Centre Expansion Project is responsible for designing, constructing and commissioning the expansion to the existing Vancouver Convention and Exhibition Centre. A larger Vancouver Convention and Exhibition Centre will be a very important asset before, during and after the 2010 Olympic and Paralympic Winter Games.

Provincial Capital Commission connects and celebrates the Capital city with every British Columbian, creating awareness of the capital as a special place, and a centre for culture and heritage in B.C. The Ministry does not provide annual funding to the Provincial Capital Commission.

The British Columbia Arts Council provides opportunities for British Columbians to participate in the arts by supporting arts and cultural organizations and artists throughout the province.

The BC Games Society is responsible for support to the "BC Family of Games", which includes the BC Summer and Winter Games, thus enabling the development of athletes, coaches, officials and volunteers in preparation for larger scale competitions and events.

Appendix B: List of Legislation Administered by the Ministry

Arts Council Act http://www.qp.gov.bc.ca/statreg/stat/A/96019_01.htm

Capital Commission Act (insofar as it relates to the portfolio of the Minister) http://www.qp.gov.bc.ca/statreg/stat/C/96043_01.htm

Forest and Range Practices Act (ss. 56, 57, 58, 118(2)(d), and 148 except in relation to public money (other than fines) and the administration of deposits and securities payable) http://www.qp.gov.bc.ca/statreg/stat/F/02069_01.htm

Heritage Conservation Act http://www.qp.gov.bc.ca/statreg/stat/H/96187_01.htm

Hotel Guest Registration Act http://www.qp.gov.bc.ca/statreg/stat/H/96205_01.htm

Hotel Keepers Act http://www.qp.gov.bc.ca/statreg/stat/H/96206_01.htm

Hunting and Fishing Heritage Act http://www.qp.gov.bc.ca/statreg/stat/T/02079_01.htm

Motor Vehicle (All Terrain) Act http://www.qp.gov.bc.ca/statreg/stat/M/96319_01.htm

Museum Act http://www.qp.gov.bc.ca/statreg/stat/M/03012_01.htm

Recreational Facility Act http://www.qp.gov.bc.ca/statreg/stat/R/96399_01.htm

Resort Timber Administration Act http://www.leg.bc.ca/38th2nd/3rd_read/gov24-3.htm

Tourism Act http://www.qp.gov.bc.ca/statreg/stat/T/96453_01.htm

Tourism British Columbia Act http://www.qp.gov.bc.ca/statreg/stat/T/97013_01.htm

Vancouver Tourism Levy Enabling Act http://www.qp.gov.bc.ca/statreg/stat/V/04029_01.htm

Appendix C: Results of Performance Measures Used in the 2006/07 – 2008/09 Service Plan

The addition of ActNow BC to the Ministry of Tourism, Sport and the Arts, as well as some re-alignment of the Ministry's strategic focus, has prompted changes to the goals, objectives, strategies, and measures originally outlined in the 2006/07 – 2008/09 Service Plan.

Goals, objectives, and strategies from the 2006/07 – 2008/09 Service Plan can be viewed at: http://www.bcbudget.gov.bc.ca/2006/sp/tsa/Goals,Objectives,StrategiesandResults8.htm. Below are the results of the performance measures originally outlined in the 2006/07 – 2008/09 Service Plan.

Goal 1: A tourism sector that delivers lasting regional economic and social benefits	2006/07 Target	2006/07 Actual
1.1 Strategic and collaborative relationships to support tourism growth		
New outcome measures for assessing growth in the tourism sector	Measure to be developed and baseline established	ACHIEVED[1]
1.2 Expanded exposure and appeal as a quality world-class destination, through progressive market and product development		
Dollar amount of new capital investment (All Seasons Resorts and Adventure Tourism)	50% annual increase[2] (from $4.5 B estimated) in value of applications	$5.0 B NOT ACHIEVED (see footnote 2)
Approvals of resort developments:		
• New Master Development Agreements	2	3 EXCEEDED
• New Other Resort Development Agreements	5	4 NOT ACHIEVED

[1] The Tourism Division has determined that the measure will be "Percentage increase in Overnight Tourism Revenues", defined as the gross revenue resulting from all spending by overnight visitors to B.C. during a year. It is one of the most reliable indicators of overall tourism activity in B.C., and comparable to indicators used by other competing jurisdictions.

[2] The new capital investment performance measure was initially written as a 50 per cent increase; on closer consideration, it was noted that the baseline capital investment had accumulated over a number of years (i.e., was not an annual amount), and it was not appropriate to expect an annual increase of 50 per cent of that amount. A target of $0.5 billion annual increase, while challenging, reflects an appropriate increase in tourism capital investment. This target modified target was exceeded for 2006/07. The actual value of applications for All Seasons Resorts and Adventure Tourism for 2005/06 totaled $4.077 billion, and for 2006/07 it was $5.0 billion, an increase of over 22 per cent.
The total number of resort approvals (seven) was achieved. (Note that this objective is reported elsewhere as five.) The number of Master Development Agreements exceeded projections (three instead of two), while the number of other resort approvals did not (four instead of five). As Master Development Agreements represent a greater commitment of Ministry resources, this is a significant accomplishment.

Goal 1: A tourism sector that delivers lasting regional economic and social benefits	2006/07 Target	2006/07 Actual
1.3 Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented by the 2010 Olympic and Paralympic Winter Games		
Percentage of Ministry-led sector planning processes that include a 2010 Games focus	100% of stakeholder summits and resulting plans include 2010 strategies	Achieved[3]

[3] Consultations have occurred with the tourism sector and an Arts and Culture Summit was held. Each of these processes engaged stakeholders on opportunities and challenges relating to the Hosting of the 2010 Olympics in B.C.
Tourism BC is leading a group of B.C. Destination Marketing Organizations in marketing planning for 2010.
Arts & Culture is partnering with the Vancouver Foundation, Legacies Now, the City of Vancouver and VANOC to create an investment fund to prepare artists for the world stage in 2010. The upcoming Heritage Strategy consultations will include discussions related to 2010 Olympic Games opportunities.

Goal 2: Vibrant and creative communities in which people have diverse opportunities to participate in recreation, sport, arts and culture	2006/07 Target	2006/07 Actual
2.1 Dynamic and sustainable sport, arts, culture and heritage sectors		
Self-generated revenue as a percentage of total budget in key arts and cultural organizations. Replaced with "Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position"	Establish Baseline[4]	Data Not Available: (see footnote 3)
2.2 An integrated and accessible range of sport, arts, culture, and heritage products, events, festivals, and destinations with strengthened contributions to the provincial economy		
Ratio of incremental tax revenue to investment for major sport events	3:1	Data Not Available[5]
The development of an Arts, Culture and Heritage Strategy	Develop Strategy	Substantively Achieved[6]

[4] The original measure proved difficult to reliably and consistently measure. Replaced this measure with: "Percentage of B.C.'s 25 major cultural organizations that maintain or improve their net financial position", and the Ministry has both a baseline and years of historical data for this measure. The baseline for the measure, based on 2004 figures, is 64 per cent. For 2005, the result was 65 per cent, and we are forecasting that for 2006 the result will also be 65 per cent.

[5] Government invests in major sport events because these efforts generate significant sport, economic and tourism benefits. This visitor spending would not have occurred without the event being held in B.C. — bringing tax revenues to municipal, provincial and federal governments that are re-invested in health, education, social and economic development initiatives. This measure is an indication of the degree to which government investments in major sport events are leveraged by contributions from the private sector, other funders, and event revenues.
In 2006/07, the Ministry funded the 2006 Pan Pacific Swimming Championships in Victoria. Economic impact and incremental tax revenue figures are not available as the event's budget did not provide for such analysis. The Ministry, however, is developing for 2007/38 a simple tool that future events of various sizes can use to estimate economic impact. The organizers' forecasted economic impact was about $2.5 million in direct spending based on similar-sized events and previous Pan Pacific Swimming Championships.
The measure was introduced in 2006/07. Based on further analysis, for future service plans the targets have been changed to a two-to-one return on investment. This change will ensure the Ministry can continue to promote all regions of the province as sport event destinations. A two-to-one return on investment remains a solid achievement and one that demonstrates strategic use of public funds.

[6] This measure was substantially achieved, but the heritage component of the strategy will occur during Fall of 2007, during Phase II of this project. The summit, *Arts and Culture: Building B.C.'s Creative Agenda*, took place in April of 2006. Approximately 150 representatives of the British Columbia cultural community gathered in Vancouver to discuss the future of the sector. Some key results aside from the Summit include: a summary document of the outcome recommendations (Max Wyman's *"Building Our Culture Together"*; an interjurisdictional study of Public Best Policies and Practises in Arts & Culture; and, a Survey of Artists' Perspectives.

Goal 2: Vibrant and creative communities in which people have diverse opportunities to participate in recreation, sport, arts and culture	2006/07 Target	2006/07 Actual
2.3 A physically active population where citizens have diverse opportunities to participate and excel in recreation and sport		
Percentage of British Columbians who are physically active enough to derive health benefit	N/A[7]	58% (see footnote 7)
Percentage of nationally-carded athletes training in the province	21%[8]	22% EXCEEDED
2.4 Citizens are supported in contributing to the well-being of their communities through volunteerism		
Did not yet develop a measure for this objective	N/A	N/A

[7] This measure is based on the *Canadian Community Health Survey*. The 2005/06 baseline, based on the survey begun in 2003, is 58 per cent. Originally, there was no target set for 2006/07 since, at that time, the survey was only being conducted biennially. Now, it is possible to calculate a yearly provincial figure. The target for 200 is 62 per cent. This result will be reported in the fall of 2007.

[8] For comparison: B.C. accounts for 13 per cent of the Canadian population.

Goal 3: Effective joint stewardship of British Columbia's outdoor recreational resources and heritage	2006/07 Target	2006/07 Actual
3.1 Shared commitment to effective stewardship that enables the protection and management of British Columbia's heritage assets and tourism-related resources in a balanced and sustainable way		
Number of local governments committed to the stewardship of community heritage	Establish a Baseline	ACHIEVED[9]
3.2 Effectively maintain British Columbia's historic places and recreation sites and trails		
Number/per cent of recreation sites receiving regular maintenance	930 sites (an increase of 50% from previous year)	902 sites (increase of 45%) SUBSTANTIVELY ACHIEVED[10]

[9] The analysis of information from a survey of 50 local governments, submitted as part of this baseline determination, is presently underway. At this time there is no specific number available regarding this measure. The analysis will determine what baseline measure is to be used, and this will be used as an internal measure.

[10] The per cent of recreation sites receiving regular maintenance in 2006/07 is slightly below target, due to the additional $1 million (necessary to achieve the increased target) not being approved until late August at the end of the camping season. Since the additional funds could not be used to maintain recreation sites, 97 recreation sites and 57 trails previously managed as "user maintain" were upgraded. Targets set for 2007/08 will likely be achieved so long as funds for providing regular maintenance are not required for mitigating impacts of the mountain pine beetle epidemic at recreation sites. The Ministry has submitted a proposal to Natural Resources Canada Mountain Pine Beetle Fund, to offset this cost.